

nextstation
PARIS 2007

6 & 7 décembre 2007

2^{ÈME} CONFÉRENCE INTERNATIONALE
SUR LES GARES FERROVIAIRES



Next Station

*2^{ème} conférence internationale
sur les gares ferroviaires*



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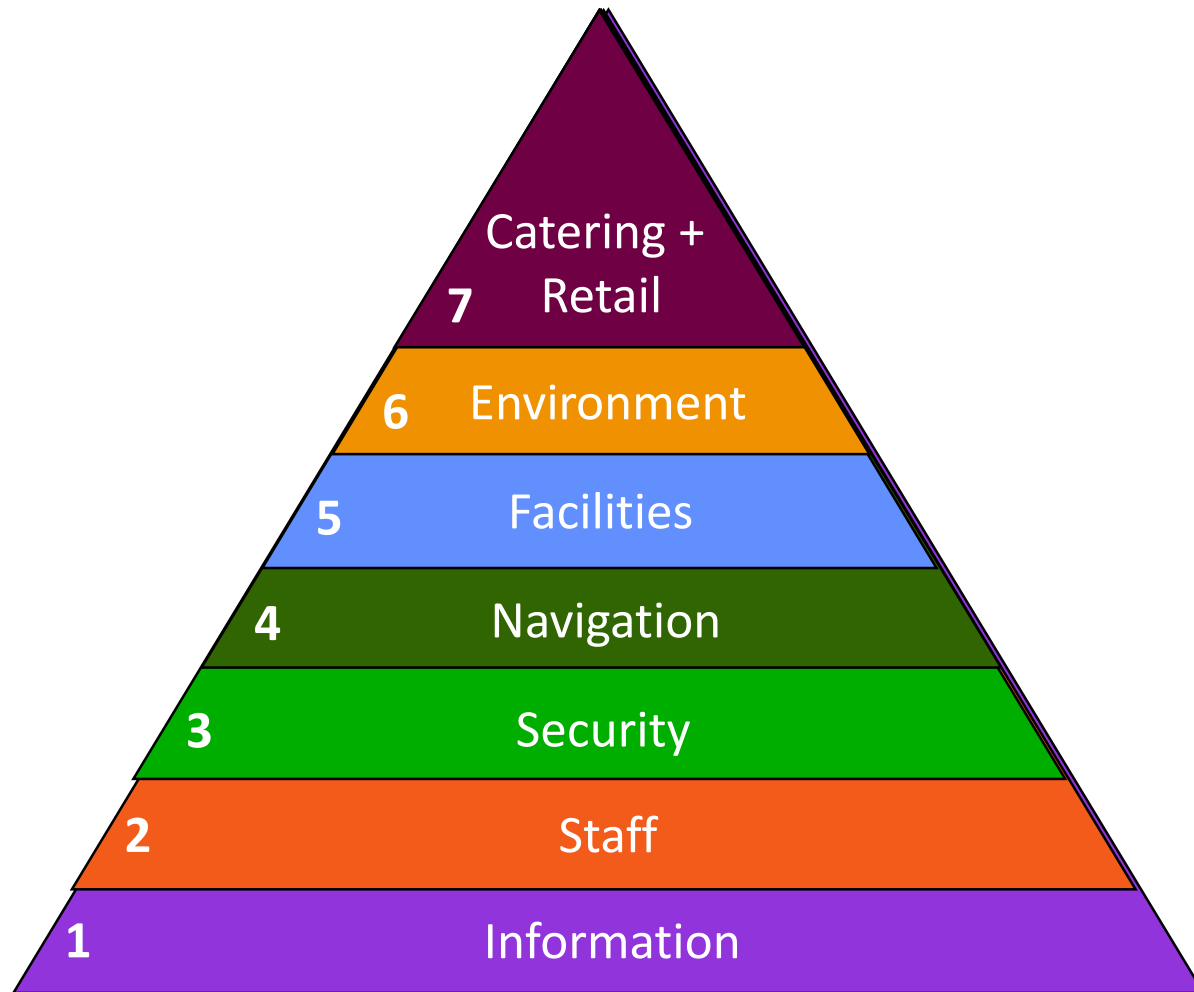


Optimisation of Sale of Spaces in Stations

*Kate Warner - Station Manager
Network Rail*

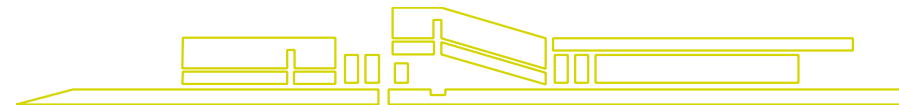


What does the customer expect?

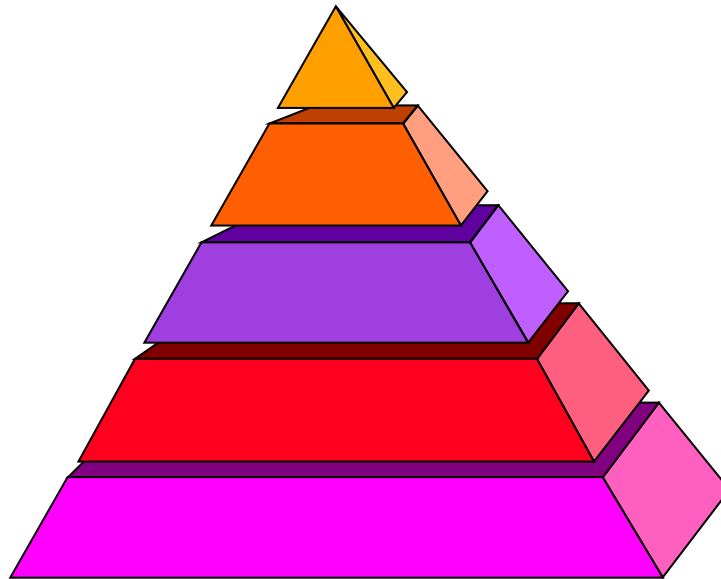


Ways to make commercial revenue?

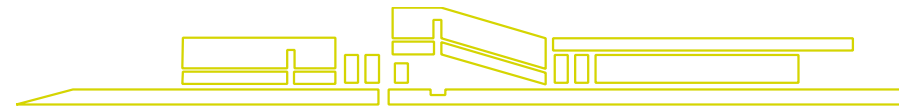
- Retail
- Cash machines
- Vending (leaflet distribution)
- Advertising
- Filming / exhibition space
- Left Luggage
- Car parks
- TOC / office space



Retail Hierarchy of Needs

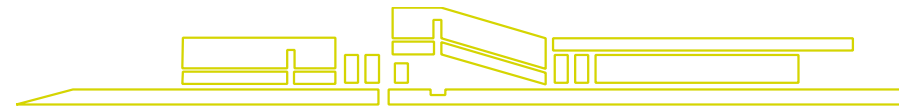


- Luxury/Premium/
niche
- Fashion
- Impulse
- Convenience
- Distress



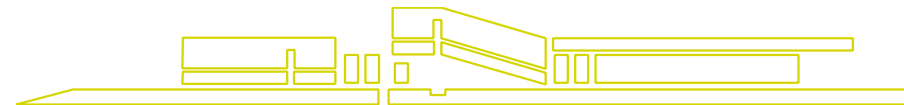
Retail Strategy

- Holistic management of concourse
- Flow manipulation
- Customer hierarchy of needs
- Innovative brands and concepts
- Turnover rents / benchmark concession fees
- Category management / clarity of offer
- Relationship management

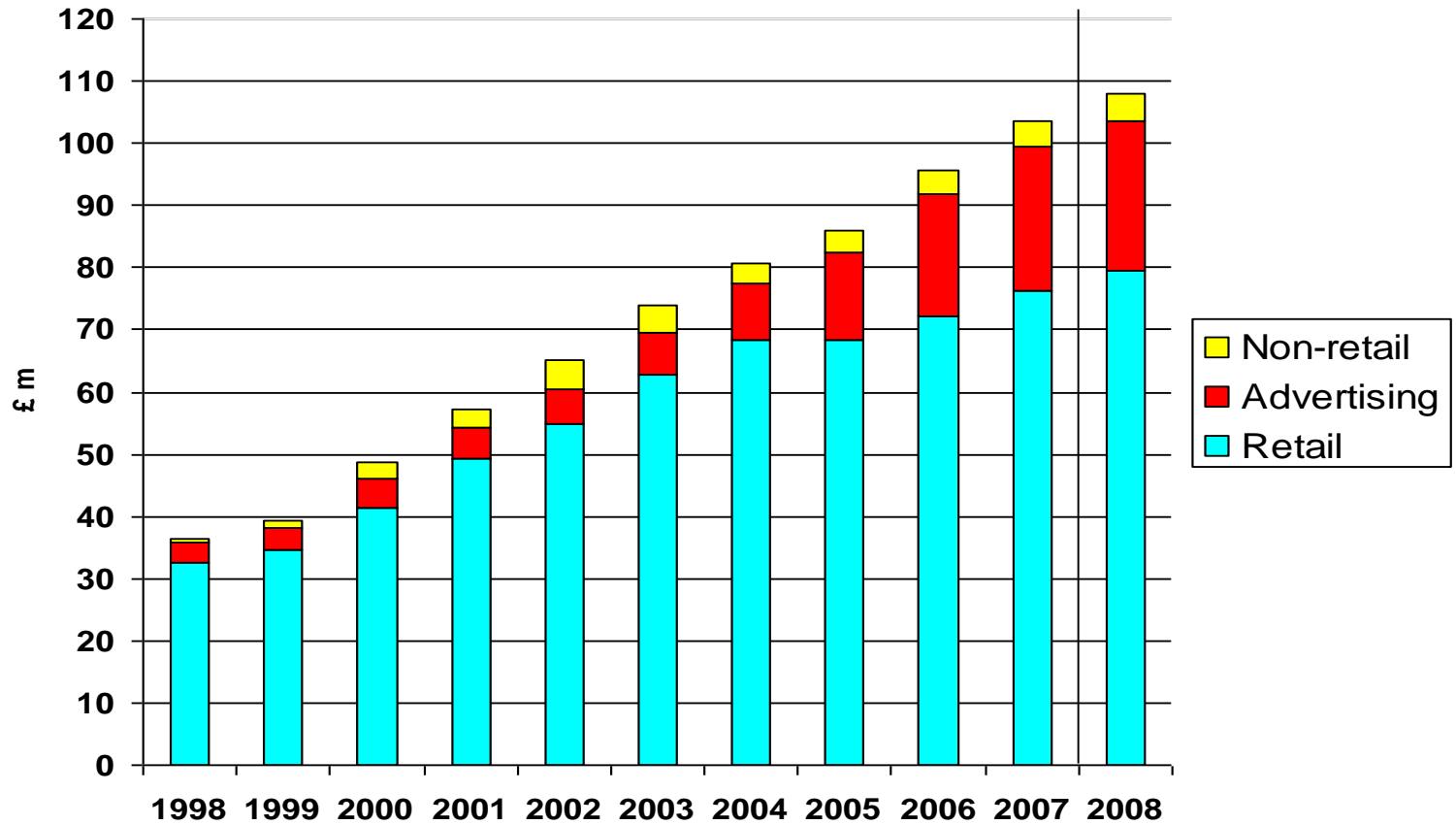


How to reconcile transport space against commercial space

- Relocation / minimisation of ticket offices
- Relocation of ground floor station management offices to first floor areas
- Conversion of waiting rooms
- Integration of facilities

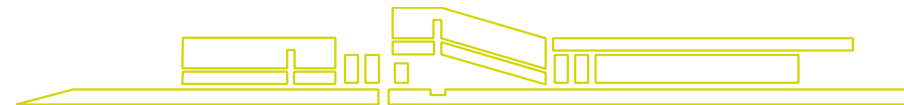


Success Factors - Financial Growth



Challenges

- Different train operators want different things and serve different needs
- How should the additional costs of increased retail activity be allocated
- Growth in railway travel provides increased passenger flow – good for retail spend but increases congestion on concourses and results in loss of retail space



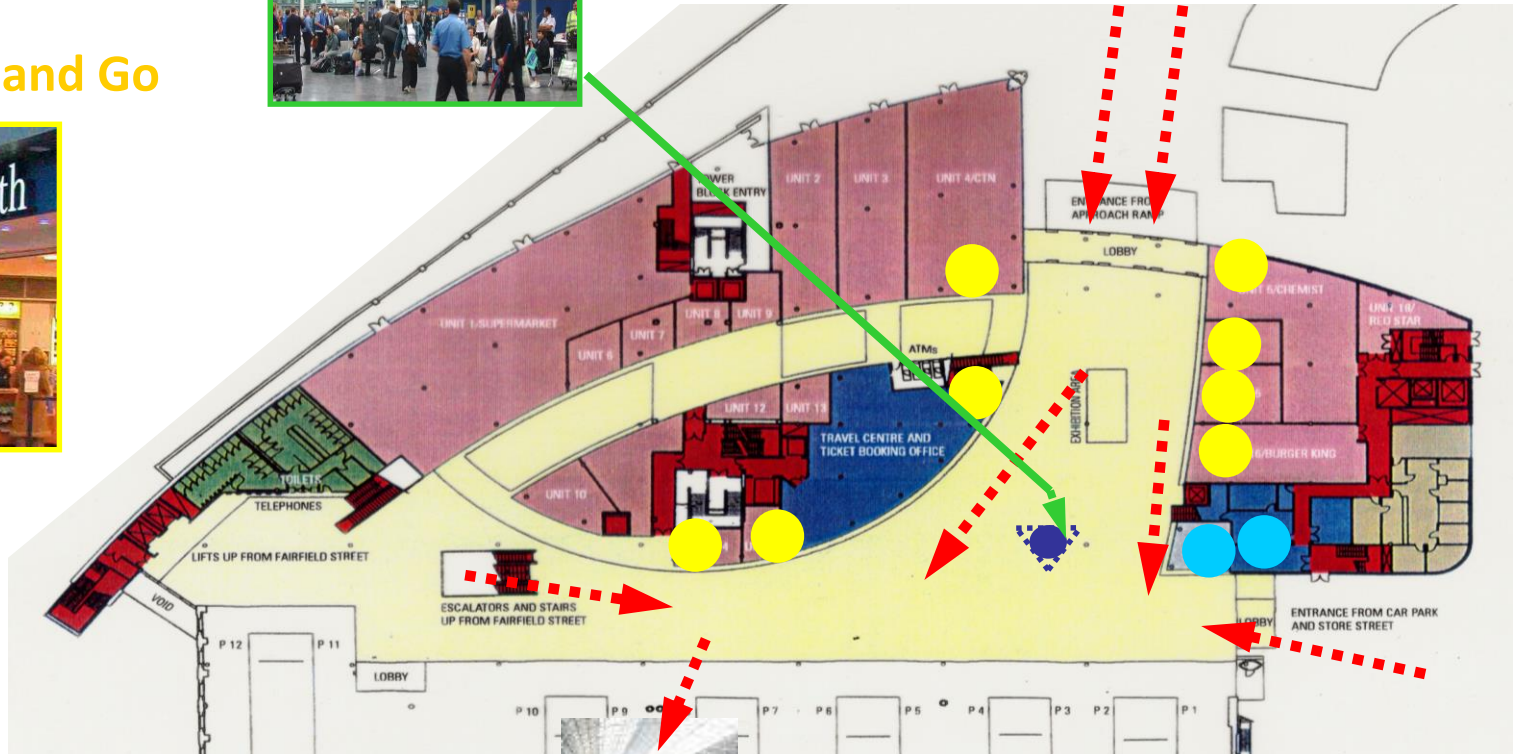
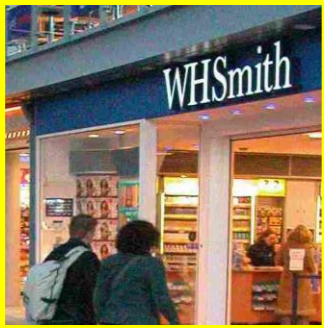
New Station - Manchester Piccadilly

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Information

Assistance

Grab and Go



Summary

- Know passenger needs and expectations
- Plan the station long term
- Locate facilities in line with passenger type requirements
- Co ordinate all developments on a station
- Use station income to reinvest in station
- Never forget that operational capacity and efficiency are paramount

